



9/10/2010

CSRHA POLICY UPDATE



MISSION, VISION, PURPOSE

2

- **Mission:**
Linking rural individuals and organizations together to facilitate information exchange, collaboration and advocacy to promote healthy rural communities.

- **Vision:**
Empowered rural people creating healthy and sustainable rural communities

- **Purpose:**
 1. Facilitate information exchange, communication and collaboration among healthcare providers, government agencies, rural communities and others

 2. Educate rural communities and lawmakers about the effects of policy, legislation and regulation on the health of rural communities

 3. Advocate with rural stakeholders for rural-friendly policies



Executive Board Members

3

Earl W. Ferguson, M.D., Ph.D., *President*, Director Telemedicine, Outreach, and Rural Health Care Development Ridgecrest Regional Hospital, CEO, Sun BioMedical Technologies

Gail Nickerson, *President-Elect*, President California Association Rural Community Clinics, Director, Clinic Services Adventist Health

Deborah Riordan, *Immediate past –President*

Jonathon Andrus, *Treasurer*, Administrator Fairchild Medical Center

Allan Katz, *Secretary*



Board Members

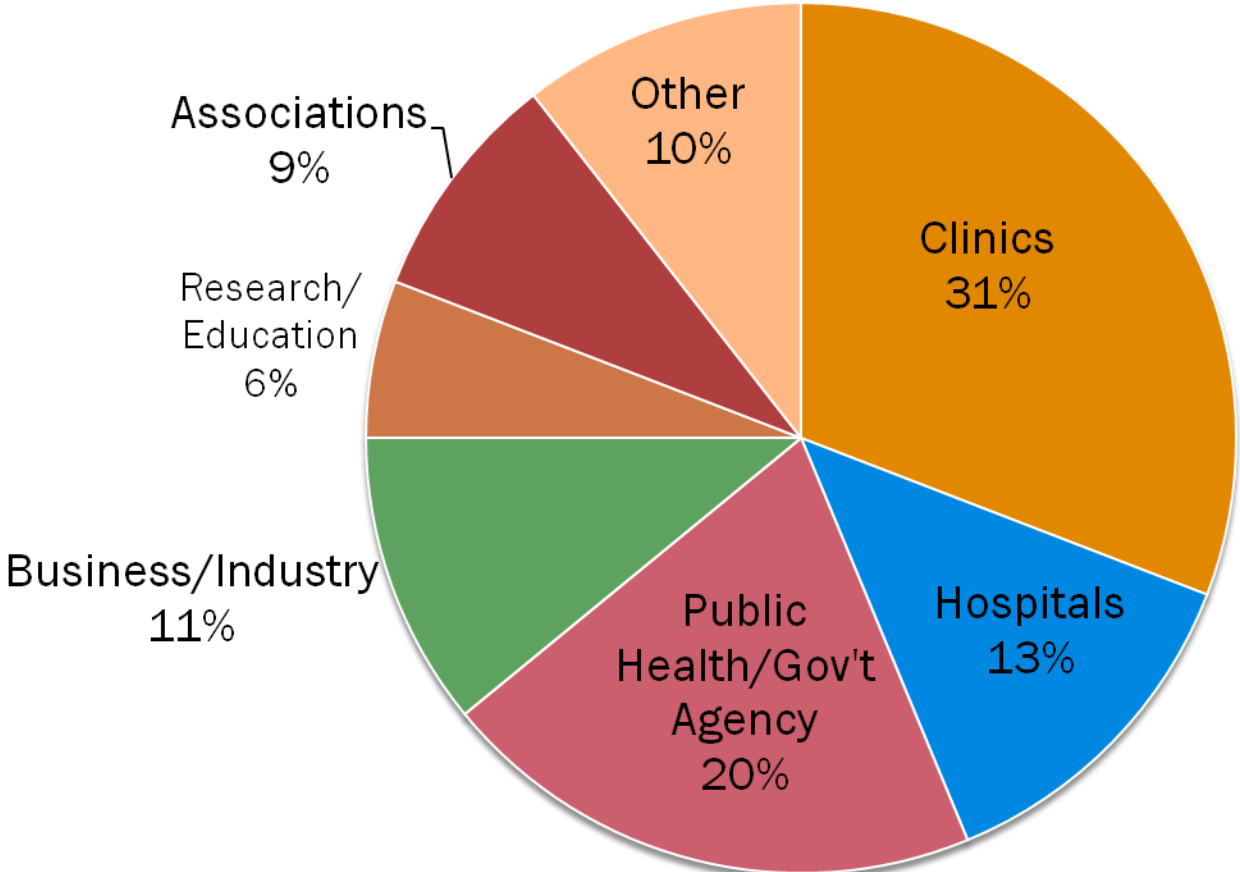
4

- **Carmel Angelo**, CAO Mendocino County
- **Lee Barron**, CEO, CFO Southern Inyo Healthcare District
- **Yvonne Bell**, Chief Executive Officer, Clinicas de Salud del Pueblo, Inc.
- **Christine Dodd**, Clinica Sierra Vista
- **Richard Gooch**, Provider Relations Specialist Anthem Blue Cross, TeleMedicine Marketing Sales Support
- **Derrick Gruen**, Associate VP Adventist Health
- **Dave Jones**, CEO, Mountain Valleys Health Centers, Inc.
- **Woody Laughnan Jr.**, Administrator, Glenn Medical Center
- **Gail Nickerson**, Director, Clinic Services Adventist Health
- **Judith Shaplin**, Chief Executive Officer & President, Mountain Health & Community Services, Inc.
Office Contact: Jeana Breazeale
jeanab@mtnhealth.org
- **Eric Villegas**, Program Manager, Health Net of California
- **Jim Weaver**, Executive Director Emeritus, Angel Flight West
- **Jami Young**, Believe Health, LLC



MEMBERSHIP

Membership Distribution by Sector



2010 Challenges

“A smooth sea never made a skillful mariner.”

— Unknown

Challenges on the Landscape

State Budget Deficit

Federal Health Care Reform

Health Information Technology MU Implementation

Growing Rural Health Workforce Shortages & Disease Disparities

Over the Top Partisan Political Climate

& Its an Election Year

ADVOCACY General Overview

7

Goal: *To influence policy and promote a systems change approach for the improvement of health in rural California.*

Examples of Advocacy Activities:

1. **COALITION BUILDING/NETWORKING:** Develop new partnerships and strengthen existing relationships with diverse national, state and regional organizations and entities.
2. **REINVIGORATING LEGISLATURE'S RURAL CAUCUS:** Informational hearings on Rural Health "The Big Picture," Health Information Technology, & Workforce Issues.
3. **COMMUNICATIONS:** Update CSRHA website, electronic newsletter, guest policy issue articles & Op ED, Tracking priority legislation important to rural health advocates and leaders.
4. **DIRECT ADOVACY AND POLICY-MAKER INFLUENCE:** Sponsoring legislation, Sponsoring Legislator & Leg Staff educational and informational hearings, and Hosting Capitol Legislator meetings involving CSRHA's Leadership
5. **PARTICIPATING IN NATIONAL RURAL HEALTH ASSOCIATION POLICY INSTITUTE** and Congressional advocacy meetings



Current HIT Activities

8

- Publisher of eHealth report: “Rural Providers and eHealth: The Future is Now”
- Home of the rural Hospital HIE Assessment Project
- Sponsor Legislature’s Rural Caucus Capitol Rural Health Hearings Series: General overview rural health, Health Information Technology (HIT), Rural Healthcare Workforce
- HIT Webinars Series: State Agency overview, MU, Vendor development,
- Rural Health MU guideline IT mini-Summit
- HIT Vendor Roundtable

Current Workforce Activities

- ❑ Rural Workforce Advisory Committee
- ❑ Legislature's Rural Caucus Rural Health Workforce Hearing
- ❑ Exploring recruitment support for Rural Health Hospitals & Clinics
- ❑ Exploring support for local allied/auxiliary healthcare scholarships and education programs
- ❑ Workforce Summit connected to 10th Annual Rural Health Conference in November

Federal Health Care Reform Implementation

10

- Federal Health Care Reform – Implementation – health insurance exchange
 - Tracking Health Insurance Exchange Legislation and Implementation (SB 900, AB 1602 – setting up health insurance exchange and SB 890 setting up benefits)
 - All three passed Legislature and Enrolled to Governor
 - Governor has said he will sign
- Examples rural issues regarding new Health Insurance Exchange Program
 - Will impact around 3 million rural located uninsured population
 - Rural representation on Exchange Governing Body
 - Benefit reimbursement levels
 - Outreach, Enrollment, Retention and Utilization (Preventative utilization) support in rural areas

State Budget update - Stalemate

11

- Governor and Senate Pro Tem announce they are only \$4 billion apart in proposed solution
- Member updates on critical next steps in the Legislature's State Budget Process - CA Budget Project good source for budget process and issues updates
- Conference Committee slim on rural representation: Senators Denise Moreno Ducheny, D-San Diego, who will chair the body; Mark Leno, D-San Francisco; Alan Lowenthal, D-Long Beach; Bob Dutton, R-Rancho Cucamonga; and Bob Huff, R-Diamond Bar; and Assembly Members Bob Blumenfield, D-Woodland Hills; **Connie Conway, R-Tulare**; Felipe Fuentes, D-Sylmar; **Jim Nielsen, R-Gerber**, and Nancy Skinner, D-Berkeley.
- Key rural issues:
 - Cash flow for non-hospital affiliated rural clinics – CPCA has access to two loan sources for FQHCs
 - Impact on reimbursement rates and delays in payments
 - Examples of other budget issues to track and keep off of the negotiating table on MediCal benefits and Clinic restriction on number of MediCal visits per year/month

1115 Waiver - Medi-Cal Hospital/Uninsured Care Update

12

- 1115 Waiver filed with federal Centers for Medicare and Medicaid Services (CMS)
- California's section 1115 Medicaid waiver addresses:
 - How our state will deal with health care safety net
 - Reduce the number of uninsured individuals
 - Optimize opportunities to increase federal financial participation
 - Promote long-term, efficient, and effective use of state and local funds
 - Improve health care quality and outcomes
 - Promote home and community-based care
- Bobbie Wunsch, 1115 Waiver Process Consultant will present at the 10th Annual Rural Health Conference

CMS Rulemaking Updates

13

- HIT MU Guidelines updated and CAH allowance
- Credentialing and Privileging of Telemedicine Physicians and Practitioners
Propose Rule 42 CFR Parts 482 and 485
 - Medicare and Medicaid Programs: Proposed Changes Affecting Hospital and Critical Access Hospital (CAH) Conditions of Participation (CoPs)
- Proposed Changes to the Hospital Outpatient Prospective Payment System and CY 2011 Payment Rates - CMS-1504-P, Medicare Program:
 - “Clarification” of existing law requiring that all hospitals provide 24 hour “direct physician supervision” of certain outpatient therapeutic services in order to receive proper Medicare reimbursement
- HIPAA rule changes:
 - Business Associates definition expanded and penalties/duties increased; Limitations on Use and Disclosure of protected health information (PHI) - includes fundraising/marketing and sale of PHI, and research; Individual Rights increases in patient access; Increased Enforcement and Penalties

SAVE THE DATE!

14

- 2010 Annual Rural Health Conference:
Collaboration in Challenging Times: The Rural Advantage
November 10-12, 2010
Hilton Arden West, Sacramento, CA
- More details at www.csrha.org

10th Annual Rural Health Conference

15

- Collaboration in Challenging Times: The Rural Advantage
November 10-12, 2010
Hilton Arden West, Sacramento, CA
- Updates:
 - Keynote Speaker Confirmed: Paul D. Moore, D.Ph., Senior Health Policy Advisor, Health Resources and Services Administration, U.S. Department of Health and Human Services, Office of Rural Health Policy
 - Early Bird Registration is now open. Register now to save \$50.
 - CSRHA will host two special Summits at this year's Conference on November 11, 2010: Workforce Summit & eHealth Summit
 - CMEs are available to attendees

Become a CSRHA Member

16

Education, Information, Participation & Networking - All Benefits of CSRHA Membership

- Now more than ever, rural California needs strong consistent leadership at the state and national levels. CSRHA is the **ONLY** statewide advocacy organization that works specifically and exclusively for health improvements for rural Californians.
- [By joining CSRHA](#) you become part of nearly [500 professional and organizational members](#) statewide who are working to improve the health and quality of life of rural Californians. Members have come to rely on CSRHA to be the voice for rural communities through advocacy, information exchange and collaboration.
- CSRHA provides an opportunity for:
- **EDUCATION:** CSRHA's signature electronic news publication, [The Rural Health Advocate](#), connects readers to the efforts of others working in rural communities. CSRHA also provides regular email updates providing the most up-to-date information on emerging policy changes, funding opportunities, upcoming events and rural-relevant news.
- **INFORMATION:** Webinars, Distance Learning workshops and regional rural roundtables are coordinated each quarter for its members to foster grass roots collaboration, information sharing and advocacy. All regional roundtables and web-based workshops are free to members!
- **PARTICIPATION:** As a member, you are entitled to help guide the association's activities to ensure your issues are being adequately addressed at the state level. Committees include: Advocacy, Rural Workforce Collaborative, Rural Technology Advisory, Membership, Conference and many more.
- **NETWORKING:** CSRHA's [Annual Conference](#) is a highly anticipated premier learning and networking venue that hosts over 200 individuals from all of California. **Members receive priority access to registration, scholarships & discounted registration!**
- As our membership grows, so does our ability to effectively advocate for policy and regulatory changes that appropriately address the needs of California's five million rural residents. [Download Membership Brochure](#) or [join instantly and securely online](#).